A Social Media Checklist For Your
#SocialGameDay

Want to guarantee a win on your team's next #SocialGameDay? It's all about planning, communication, and execution. So take a deep breath, grab a coffee, and get comfortable—it's going to be a long day, and you're going to rock it if you follow these 15 steps. We promise.

Set up a war room for launch day. Book a meeting room and include at least one representative each from engagement teams, publishing teams, PR teams, customer support, and anyone else vital to the campaign. Make sure someone is awake and in the war room the minute the campaign launches to troubleshoot. Make a list with contact information of all relevant stakeholders, and distribute the list for everyone involved in the launch—in case you need an extra hand to put out a fire.

Decide on the type of messaging you want to send in advance. Make sure this is outlined along with drafted sample messaging, and cascaded down to everyone responsible for writing or publishing messaging during the campaign. Create a voice for your campaign that is both on brand, but also unique to that particular campaign. Use colloquial language relevant to the topic—be fresh, witty, but tasteful at all times.

Work out a publishing strategy for every channel. Optimize your multimedia assets for each specific network, including length of video, image sizes, etc. Decide in advance whether you will be changing your cover photos, or pinning any Tweets. Ensure you have all the assets you need from your Design and Video teams stored in one place, the location of which is communicated and accessible to everyone who might need it.

Coordinate a workflow with your PR team to set up and have access to a media pick-up log, so you can be first to respond to media mentions on your social channels.

PRO TIPS

Decide on a tiering system for engagement opportunities.

This means categorizing all responses on social media into different levels of urgency for responses. Doing this will save time for your engagement team, and help ensure the greatest possible reach for your social messaging.

For example, Tier 1 can be major media outlets, big influencers; Tier 2 can be influential users outside of your field, fellow social media managers, and brand ambassadors; and Tier 3 would be the rest of the messages, from retweets of your own messaging to few-word responses such as "Great job!" or "Awesome!" Note: Treat negative responses with special care, these can be important no matter what predetermined Tier the user may fall in.

Now it's time to prepare your social media command centre. Set up streams to [track your campaign keyword and relevant hashtags](#) in your Hootsuite dashboard. Include all the possible misspellings of your brand/campaign name. If you have blog posts associated with the campaign, set up listening streams for each individual blog URL.

Make sure you know all your campaign URLs in advance, and set up [UTM tracking](#) for each network to get detailed metrics on links.

Assign specific people to be responsible for engaging and monitoring all interactions with the @ mentions and comments from your followers on #SocialGameDay. Set up a separate tab for @mentions of your brand to stay on top of every Tweet or comment about the campaign.

Write a bank of pre-drafted text for quick responses, as well as templates of Twitter images that can be quickly customized for engagement.

Ensure your Teams in the dashboard are set up correctly, so everyone on the campaign is on the same team. This allows your team to maximize the use of Assignments, and not double-up on mentions or replies to the same Tweet.

Create a list of influencers you want to target with your engagement efforts on #SocialGameDay. The business goals of your campaign will determine the relevant people for you to target. For example, if you're doing a campaign for athletic wear, you might want to prepare a list of influential athletes, or social media managers working for major athletic wear brands.

Track the sentiment of your campaign to ensure your audience isn't getting exhausted of your content, or not responding in the way you had anticipated. A timely sentiment analysis of social response may signal a need to adjust your messaging or tone.

Notify your customer support representatives about the campaign launch, so they can anticipate an increase in message volume, and have all the tools and information they need to respond to any requests relevant to the launch.

Make a contingency plan for every possible challenge. What if a piece of content or the video needs to be pulled down—how will you keep the campaign humming without this asset?

Double-check everything. Then have someone else check it all over again.

After the campaign has launched, send a company email [to encourage your colleagues amplify the campaign](#). Communicate the official campaign hashtag to the rest of the organization.